

Montana WIC Program

Retailer Newsletter

New Foods Issue

WINTER 2015

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July 1, 2015 Food List Changes

A letter sent out earlier this year highlighted the changes to the WIC food list taking effect on July 1, 2015. This newsletter will go into detail about each change and how to implement the change in your store and will also explain a new type of fresh fruit and vegetable benefit. As always, thank you for patience during all the food list changes. We anticipate the food list being stable through EBT.

Hopefully your store will receive new food list and retailer packets soon. If not, give our office a call. One packet is the food list and the other is the Retailer Program Booklet. While the booklets may be new, the process for accepting benefits stays the same.

WIC customers also received new packets and you can see a picture on page 3. You may accept both old and new packets starting on July 1.

There will be two optional conference calls to discuss WIC changes, one on June 9th at 10am and another on June 16 at 2pm. The call-in number for both calls is 1-866-910-4857, passcode 768324. If you are unable to attend a call and have questions, please contact Leah Steinle.

Yogurt

Yogurt is a brand new addition to the food list. You will see customers with 1 quart of yogurt (32oz) on their benefits. They may purchase:

- Plain or vanilla only
 - Store brand, Dannon, Yoplait and Mountain High brands
- Organic, Greek-style and fruit added are not allowed.



**Please share
this information
with all staff.**





Montana WIC Facts

- ⇒ WIC participants served – 18,422
- ⇒ Authorized retailers – 193
- ⇒ Benefits (checks) paid – 45,802
- ⇒ Benefits (checks) rejected – 623
- ⇒ Top rejection reasons:
 - » Missing Stamp – 244
 - » Illegible Stamp – 73
 - » Over Max Price – 212
 - » Missing Signature – 44
 - » Early Cashing – 18

**April
2015**



Did your store have benefits rejected for illegible stamp? If so, make sure you're using black ink and pressing firmly. If you need a new stamp, call Glade Roos at 406-444-2841.

Infant Fresh Fruits and Vegetable Benefit

Starting July 1, 2015, you will start seeing a new fresh fruit and vegetable benefit. This benefit is for infants who are ready to transition from baby food to table foods. **WIC customers may only purchase fresh produce with this benefit.** The wording on the benefit will read, "\$X.XX FRESH FRUIT AND/OR VEGETABLES." These benefits will be in \$4 and \$8 amounts. Customers may pay the difference on these benefits just like on the fresh fruit and fresh/frozen vegetable benefit.

White Potatoes

White potatoes may be purchased with the fruit and vegetable benefit in both fresh and frozen. This means any type of fresh potato is WIC approved. Frozen is a little more complicated. Frozen potatoes are WIC approved as long as they don't have any added oils, sugars or fats. **This means products like French fries or tater tots are not WIC approved.** Some hash browns are simply cubed or shredded potatoes with no added oils, fats or sugars and those are WIC approved. Preservatives are allowed.

Look for new cashier training at
www.dphhs.mt.gov/publichealth/wic.gov
starting in early July!

Whole Wheat Pasta

Another new addition is whole wheat pasta. WIC customers may choose **100% whole wheat pasta in a 16oz container as a whole grain choice**. They may purchase any brand or any type of pasta, as long as it is 100% whole wheat and in a 16oz. container. Organic, enhanced or vegetable pasta is not allowed.

Cereal Sizes and Minute Maid

There are also some changes regarding existing WIC foods. The first change is **WIC cereal may be purchased in any size container**. This means the restriction of 12oz. or larger is lifted! This was a very confusing rule for WIC customers and cashiers alike and we're happy to be able to make this change.

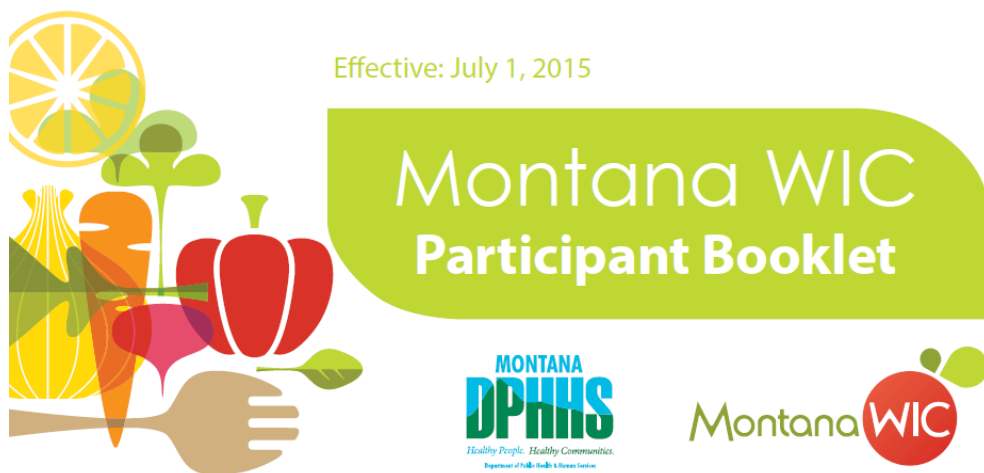
Minute Maid Orange Juice is also now WIC approved in frozen concentrate. WIC customers may purchase any single-flavor in 100% juice.

Gerber 2-packs – 4oz each container

As a reminder, WIC customers may now purchase plastic 2-packs of 4oz. containers of Gerber baby food. They can still purchase the 4oz. glass jars of Gerber and Beech-Nut if they are available in your store.

The plastic 2-packs contain two (2) 4oz. packs and count as 2 containers of baby food.

New WIC Customer Booklet





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Persons with disabilities, who wish to file a program complaint, please see information above on how to contact us by mail directly or by email. If you require alternative means of communication for program information (e.g., Braille, large print, audiotope, etc.) please contact USDA's TARGET Center at (202) 720-2600 (voice and TDD).

USDA is an equal opportunity provider and employer.

Who do you call?

Retailers should contact their Local WIC Agency for concerns regarding WIC customers.

Leah Steinle, Retail Manager (406-444-5530) for questions about benefit redemption or allowable WIC foods

Glade Roos, Retail Coordinator (406-444-2841) with questions about your contract or stocking requirements

Kevin Moore, Retail Coordinator (406-444-4746) with price changes

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